xRM and CRM for small and medium-sized enterprises
The PTV Group plans and optimizes everything associated with moving people and goods on a worldwide basis. The company motto: “The mind of movement” serves as both an incentive and an attitude. From their headquarters in Karlsruher and their 17 subsidiaries worldwide, PTV’s work plays an essential role in keeping traffic flowing, accelerating logistical processes and, above all, ensuring that customers get to their destinations quicker.

Increasing customer centricity with CRM

The CAS genesisWorld CRM solution has been deployed for many years now in the PTV Group, where it has been used mainly as means of collecting contact data and customer information. What would it be like to use CRM more intensively, with more customer centricity? The integration of the automated marketing tool - Oracle Eloqua - proved to be a promising approach. Initially, employees from the marketing and sales departments as well as from senior management and the various levels of IT met to collaborate on the design of the new workflows. The goal was not to just gather data, but rather to ensure that the data was being used actively in both sales and marketing for increased transparency and to provide more data to a closed loop of interests in the lead management process.

Good planning is everything

The project managers set to work with their sights firmly set on a central sales and marketing tool that would work together with Oracle Eloqua. It proved to be a textbook implementation and 6 months later the first review exceeded all expectations: 99 campaigns had already been set up in marketing. This resulted in significant savings in work time: “We used to take about 50 hours to carry out a trade fair campaign that included the scheduling of appointments and data gathering on potential leads”, explained Gabriele Geiger, Manager Marketing, Sales Support & Telesales, "Now, it only takes us a maximum of 5 hours to complete the routine tasks." Since then, the time required to make an initial contact with a customer after meeting them at a trade fair has been drastically reduced.
Data-driven marketing

The focus is now the individual contact, who benefits from information relevant to their interests, provided to them through their preferred channels. This is a clear move away from undifferentiated approaches and a step closer to data-driven marketing. The PTV Group generates large amounts of contact data as a result of their numerous promotions and campaigns, for example, the demo versions of their different products are downloaded more than 900 times a month. This contact data is now systematically pre-qualified and further processed.

Transparency from A to Z

The sales team benefits greatly from the customer dossier, which completely documents all customer correspondence, and from a valid sales pipeline that utilizes comparable and reliable turnover forecasts across the group. In addition, reports are generated which include important marketing controlling KPIs as well as visualizing shared experiences to a "Closed Loop". As a result, campaigns can be continually refined. Thus, all of the communication channels can be brought together in one system, from e-mail to telephony.

» We’ve reached the point where CRM has become a holistic information tool for us, because of the newly established lead management process and the marketing automation. «

Gabriele Geiger, Manager Sales Support & Marketing
webinars, blogs, social media and data from their own software. Using multi-phase success paths, both customers and prospects are automatically informed of current actions, and yet still, managed individually through different channels and developed into customers, if they aren’t already. And as Gabriele Geiger explains: “Content such as whitepapers, professional articles, studies, webinars, blog contributions, social media posts, product demos and test versions can all be seamlessly meshed together to form a narrative”.

“A fortunate side-effect: sales and marketing work more closely than ever before. The system offers us the highest levels of transparency and clearly demonstrates just how many leads come from marketing and how the sales team processes them”, states Oliver Zorn, Manager IT Processes and Solutions.

International roll-out

The international roll-out is now in full swing after a successful launch at the headquarters in Karlsruhe. The colleagues in Karlsruhe are helping to train and support the local teams in the subsidiaries.

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Contact us now for more information on applying CRM in IT companies.

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